



15th Annual World Food and Agribusiness Symposium & Case Conference Biographies

Wiktor Adamowicz is Professor and Canada Research Chair in Environmental and Forest Economics. His research focuses on non-market valuation.

Luís Kluwe de Aguiar has a BSc (Hons) degree in Agricultural Engineering from the Federal University of Rio Grande do Sul (1985) CAPES scholarship. In 1993, funded by the British Foreign and Commonwealth Office Chevening Scholarship programme, he obtained a Master of Science degree in Agricultural Economics from Wye College (University of London/Imperial College). After working in the Brazilian agribusiness private sector, Luís became the Agricultural Attaché for the British Embassy in Brasília. Since 2001, he has worked as Senior Lecturer at the Royal Agricultural College in Cirencester. At present, he is researching Ethical Trade issues in the coffee supply chain part of his doctorate studies.

Jay Akridge, Ph.D. is Director of the Center for Food and Agricultural Business (Center) at Purdue University. He is the James and Lois Ackerman Professor of Agricultural Economics at Purdue. His primary responsibilities include leading the Center and the MS-MBA dual degree program in food and agribusiness management, a partnership with the Kelley School of Business at Indiana University; working with food and agribusiness managers in the Center's professional development programs; conducting research on agribusiness management and marketing issues, and teaching graduate and undergraduate courses in strategic management for food and agribusiness firms.

Nasiba Alimova is currently seeking her Master's in Business Administration with emphasis in Agribusiness. She started working on wine research as a Graduate Research assistant at New Mexico State University and has assisted in conducting vineyard and winery surveys. Prior to attending NMSU, Ms. Alimova lived in Ireland for one year, went to the University of Limerick, Ireland and received a Master's Degree in Tashkent, Uzbekistan.

Luciana Florencio de Almeida is a PhD candidate at the Program in Business at University of São Paulo under the direction of Dr. Decio Zylbersztajn. She was the Marketing Manager at Trigonet.com.br, a web marketplace and web news center for wheat and soy markets from 1998 to 2001. She also held a position as Marketing Consultant at Cybiz, an Internet solution provider, from 2001-2002. She was the Academic Supervisor at the Management Department of Osasco College (FIZO) from 2001 until 2003. She has been a member of PENSA since 2003, acting in several research and consulting projects.

Maria Carmela Aprile is an Economic Policy researcher at the Department for Economic Studies of the University of Naples "Parthenope" (Italy). In the past years her research work has been focusing on food safety policies, investigating the various typologies of intervention tools used by public authorities, with a specific view to the strategies implemented by the EU. She is currently carrying out a research work on consumer protection, focused on information problems when assessing the qualitative attributes of food products, and on tools aimed at improving the information environment to the benefit of consumers.

Lusine Aramyan graduated from the Armenian Agricultural Academy (Yerevan, Armenia) in June 2000 and was awarded a

bachelor's degree of Economist-organiser in the field of Economics and Management of Agriproduction. In February 2003 she graduated from Wageningen University in The Netherlands, and attained a Master of Science (M.Sc.) degree in Agricultural Economics and Management. Currently she is working on her PhD research in Business Economics group at Wageningen University. Her research focuses on a development of a quantitative performance measurement system for agribusiness and food production chains.

Marina Ariento is a Master Student in Administration of the Methodist University of Piracicaba.

Kjell Øystein Arisland was an Assistant Professor of Computer Science, Microelectronics at the Department of Informatics, the University of Oslo, from 1985 through 1997 with two 1-year breaks. As a business entrepreneur, he has started various companies. His biggest success was the ISP Oslonett AS, started in 1991 and sold in 1995. He currently works for TraceTracker Innovation AS with core technology concepts, documentation, training, IPR and contracts. From his earlier work on Very Large Scale Integration transistor modelling and simulation (Integrated Circuits), he has extensive experience with the core concepts needed for avoiding the pitfalls of complex chain traceability.

Eric Arnould is E. J. Faulkner College Professor of Agribusiness and Marketing at the University of Nebraska. He holds a Ph.D. in social anthropology from the University of Arizona. He spent more than ten years working in economic development, conducting fieldwork in more than a dozen West African nations for governmental and non-governmental organizations. Since 1990, he has been a full-time academic, teaching international marketing, consumer behavior, and research employing qualitative data. His most recent consulting work in Niger helped improve export agricultural marketing development. In Nebraska, he provides agribusiness outreach through course projects and workshop presentations.

Kyösti Arovuori is a Researcher and graduate student in agricultural policy at the Department of Economics and Management, University of Helsinki, Finland. He received a Master of Science degree in agricultural policy in 2002 from the Department of Economics and Management at University of Helsinki, Finland. His Ph.D. research involves welfare economic policy analysis on agricultures' multifunctionality. He is currently working in a two year research project, "Multifunctional Agriculture and Policies", funded by the Ministry of Agriculture and Forestry, Finland.

Ali Asadi was born in Tehran, Iran, on October 6, 1974. He received his Bachelors degree in 1999 in civil engineering from Kerman University in Kerman, Iran and his Master of Business Administration (MBA) degree from Carleton University of Ottawa in Canada in November 2004. Regarding his interest and his family business, which is production of pistachio in Kerman province of Iran, his research activities focuses on E-Business in agriculture and on international marketing for agricultural products.

Gregory Baker is Director of the Food and Agribusiness Institute and Professor of Management in the Leavey School of Business at Santa Clara University. He is a former editor of the *International Food and Agribusiness Management Review*, IAMA's official journal

and has published more than 30 refereed journal articles in the areas of strategic management, food safety, management information systems, and international development. He recently co-authored a textbook, Introduction to Food and Agribusiness Management. His teaching responsibilities include courses in strategic management, the environment of business for food and agribusiness firms. He also directs an executive training program for food and agribusiness managers.

DeeVon Bailey is a professor and extension economist in the Department of Economics at Utah State University. He received his BA in Economics from Utah State University, an MS in agricultural economics also from USU, and in 1983 he received his Ph. D. in agricultural economics from Texas A&M University. His research interests are in the area of agricultural and food marketing. For the past four years, the focus of Dr. Bailey's research has been in the area of food safety, traceability and quality assurance. Dr. Bailey is the current editor of the Journal of Agricultural and Resource Economics.

William Bailey is currently serves as a Professor of Agribusiness at Massey University in Palmerston North, New Zealand but will become Chair of the Agriculture Department at Western Illinois University in July 2005. Previously Prof. Bailey was a senior official in the U.S. Department of Agriculture, Chief Economist for the U.S. Senate Committee on Agriculture, Nutrition and Forestry and Vice President and Director of Research for World Perspectives, Inc. His current research focuses on how food businesses can use supply chain management to gain competitive advantage. He writes a weekly column for ASB Bank on world dairy markets.

Marcia Dutra de Barcellos graduated in Veterinary Medicine in 1998 and concluded her MSc. in Agribusiness in 2002. She is a PhD student from Universidade Federal do Rio Grande do Sul (UFRGS), Brazil and guest PhD student at Wageningen University and Research Centrum (WUR), in The Netherlands. Her research area interests are Food Marketing and Consumer Behaviour. She has also been a researcher from the Center of Study and Research in Business Administration (CEPA/UFRGS) since 2000. Working in the beef productive chain, she is now Director of the Certified Angus Beef Program from Brazilian Angus Association.

Meredith Blumthal is a native of Illinois and is currently pursuing a Masters of Science in Agricultural and Consumer Economics at the University of Illinois at Urbana-Champaign. Meredith also completed her undergraduate and first Masters degrees in horticulture at the University of Illinois. Upon completion she spent time working as a greenhouse grower for a wholesale greenhouse operation. Her current thesis works bridges international horticulture and agribusiness together by focusing research efforts on the export cut flower sector of Ecuador. Ms. Blumthal has traveled twice to Ecuador to conduct field research and will return again this summer.

Lionel Bobot is an Assistant researcher and PhD candidate with Alain Lempereur at ESSEC Business School. He is also a trainer at Sorbonne, Master in International Agri-food Management at ESSEC and ENA. He is currently manager in Europe for IRENE of the WTO survey in association with the CBI and the FGV about the evaluation of the agricultural negotiations and participates in a FAO project about WTO Negotiations. He has an experience of 4 years at the Finance Department of Sodiaal Yoplait then 4 years in consulting in particular at Arthur Andersen Paris.

Brian Briggeman is a Ph.D. Candidate at Purdue University. He came to Purdue University as a USDA National Needs Fellow which supports his research in the areas of finance and agribusiness. Prior to going on for a Ph.D., Brian was a Business Analyst for Farm Credit Services of America in Lincoln, NE. Brian's dissertation research is focused on analyzing the Agriculture Resource Management Survey (ARMS) data set to develop a typology of U.S. farm households and

better understand their household decisions. Brian is originally from Iuka, Kansas where his family owns and operates a three-generation 2600 acre grain farm.

S.M.Q. Caleman is an Agriculture Engineer (Superior School of Agriculture Luiz de Queiroz - ESALQ/USP- Brazil), a Specialist in Rural Administration (Federal University of Viçosa – UFV/Brazil), and holds Master in Business Administration (Getúlio Vargas Foundation - FGV/RJ/Brazil). She is a student in Agribusiness Master Course (Federal University of Mato Grosso do Sul - UFMS-Brazil) and a consultant in agribusiness (Agricon Consultoria - Campo Grande/MS/Brazil) with projects in financial economic evaluation, strategic planning and agri-food systems analysis (meat, crops and dairy).

Fabio Chaddad is a Professor of Agribusiness at Ibmec Business School in Sao Paulo, Brazil. Fabio's research activities focus on the economics and management of user-owned and controlled organizations and inter-firm collaborative arrangements in agrifood systems. He has a Ph.D. in Agricultural Economics from the University of Missouri-Columbia.

Sylvain Charlebois is an Assistant Professor at the University of Regina (Canada), and is a Fellow of the Saskatchewan Institute of Public Policy. He teaches international marketing and strategic marketing and focuses his current research on food safety, food distribution, and public policies that affects agribusiness managerial practices. Professor Charlebois holds a Masters in Business Administration from the Université du Québec à Montréal (Canada), and a Bachelor in Commerce from the Royal Military College of Canada. Professor Charlebois is also a doctoral candidate in administration (DBA) from the University of Sherbrooke in Canada.

Dennis Conley is a Professor of Agribusiness in the Department of Agricultural Economics at the University of Nebraska-Lincoln. Dr. Conley has taught classes in agribusiness management, price analysis and finance. His research has focused on risk management, marketing and international trade. He is Director, Graduate Program in Agribusiness and supervises the MBA degree with a specialization in Agribusiness. Dr. Conley was elected as a Fellow of the International Food and Agribusiness Management Association in 2003.

Yingchun Dai received a MSc. in Technology Economics and Management and a B.A. in Business Economics at the Anhui Institute of Finance and Trade. She is also a Member of Women Economists Association of China.

Mark Darroch is Programme Director: Agricultural Economics, Management and Agribusiness at the University of KwaZulu-Natal, Pietermaritzburg, South Africa. A committed "Lifelong Learner", he lectures on Food and Agribusiness Strategy, Agricultural Policy and Applied Econometrics. He has published over 70 peer-reviewed articles, and conducted policy-related contract research for producer organizations, commercial banks, USAID, and the World Bank.

Francis Declerck is Associate Professor in the Department of Finance at ESSEC Business School, Paris-Cergy, France. He is also researcher at the International Agri-Food Management Institute at ESSEC (ESSEC-IMIA) and is currently the managing director of ESSEC-IMIA. He holds a Ph.D. in agricultural economics from the University of Illinois at Urbana-Champaign (USA), a master's degree in international agri-food economics and management from ESSEC Business School at Paris-Cergy (France) and he graduated in agricultural sciences from ISAB (Beauvais, France). His main expertise is in finance applied to food and agribusiness: strategy-performance relationships, mergers & acquisitions commodity futures markets.

Máximo Delacre is Academic Assitant at Commerce Chair of the School of Agronomy, University of Buenos Aires, since March 2004. He also works in the Food and Agribusiness Program of the School of Agronomy as Academic and Administrative Assistant since March 2003.

Evangelina Dulce works as an Academic & Administrative Coordinator Assistant of the Food and Agribusiness Program, School of Agronomy, Buenos Aires University. She also teaches in Ovine Production and Foreign Commerce. She has technical skills focused on dairy sheep 's management and production; Evangelina Dulce also works as an Executive Coordinator of Sheep 's Milk Production Unit of the School of Agronomy and as Coordinator of several teaching, research and extension programs in the Food and Agribusiness Area with the New Institutional Economics and Marketing theoretical framework.

Oliver Ebneht is a Ph.D. researcher at the Chair of Management in Agribusiness at Goettingen University. His main areas of research are strategic management in agribusiness, capital market-based and accounting-based evaluation of M&As, internationalization strategies in the brewing industry and internationalization of European dairy cooperatives. Oliver Ebneht received practical experience through internships and projects in different companies and organizations, such as Kreditanstalt fuer Wiederaufbau (KfW/DEG-Office Nairobi/Kenya), Munich Reinsurance Company, the FAO in Rome, European Parliament in Brussels and Heineken International Head Office Amsterdam.

Cole Ehmke works on business management and entrepreneurship issues at Purdue University's Agricultural Innovation and Commercialization Center.

Oswaldo Elias Farah is a Professor of the Professionalizing Master Course in Administration of the Methodist University of Piracicaba.

Sari Forsman-Hugg is a research scientist in MTT Agrifood Research Finland / Economic Research. In her doctoral dissertation she has studied competitive strategies of small rural food-processing firms. Her research interests are in the area of quality, responsibility issues and interaction in the food chain; alternative food supply chains, and competitive strategies and performance in small firms, with particular emphasis on the resource-based view.

Charlotte Friddle is a Ph.D. candidate at the University of Minnesota in the Department of Applied Economics. She will finish up her dissertation later this calendar year. Her specialization is in Consumer Behavior and Economic Development, primarily how it relates to the food industry. She is currently working under Dr. Jean Kinsey at the University of Minnesota and has been employed by The Food Industry Center. While attending the U of A, she worked for Tyson Foods, Inc. in Springdale, AR for 1.5 years as an intern in the marketing department.

Ros Gall is a Senior Lecturer with the University of Melbourne, in the faculty of Land and Food Resources and has been based at the Dookie Campus since 1988. Ros completed her undergraduate studies in commerce at the University of Melbourne and a Masters in Business at Monash University. She has a strong interest in the agribusiness sector coming from a rural background and involved in production agriculture. Her teaching role is in the area of agricultural economics, agribusiness marketing and business management. Ros is currently undertaking her PhD in the area of horizontal and vertical business to business linkages particularly focusing on agricultural cooperatives.

Mark J. Gehlhar is a senior economist with USDA's Economic Research Service. His research focuses on issues with international trade and the changing global food industry. Most recently he has co-

authored ERS reports entitled New Directions in Global Food Markets, Market Access for High Value Foods, and Processed Food Trade Pressured by Evolving Global Supply Chains. He is currently involved with a co-operative research agreement with the Penn State University using case studies of food companies that seek growth in international markets. Mark received his Ph.D. and masters degrees from Purdue University in agricultural economics.

Georges Giraud has been a Professor of Agro-Food marketing in ENITA of Clermont (Graduate School of Agronomy), Food Quality and Economics Department since January 2002 and Head of Research Unit Food Products Typicality since 1998.

Antonio Carlos Giuliani is a Professor of the Professionalizing Master Course in Administration of the Methodist University of Piracicaba.

Peter Goldsmith graduated in 1995 from the Ohio State University with a PhD in Agricultural Economics. In November 2003 he was appointed the NSRL Fellow in Agricultural Strategy. He holds adjunct professorships at the Universidad de Belgrano and Universidad Catolica in Buenos Aires. In addition to his PhD, Dr. Goldsmith has received an MBA in Finance, and undergraduate degrees in Dairy Science and Political Science. He was the 1997 winner of the Edwin G. Nourse award for outstanding doctoral research on cooperatives. His research interest is structural change in the agri-food supply chain and its affect on agribusinesses and farmers.

Francisco Gonzalez-Diaz is currently a PhD student at the Royal Agricultural College, UK. Francisco holds a Bachelors Hons Degree from the University of the Republic of Uruguay, an MBA in Agribusiness form the ORT University, Uruguay, and an International MBA in Food and Agribusiness from the Royal Agricultural College. Francisco has worked as a farm manager in a 6000 acres beef state, as a business developer for a farmers' cooperative, and also has experience as a farm adviser. He is a British Chevening Scholar and he has also been awarded scholarships from ICI, Erasmus, RAC and IAMA.

Mike Gunderson is a Ph.D. candidate in the Department of Agricultural Economics at Purdue University. He is also a U.S. Department of Agriculture National Agribusiness Needs Fellow. His M.S. degree in Agricultural Economics emphasis in agribusiness management and finance is from Cornell University, earned in 2003, and his B.S. degree in Agribusiness, Farm, and Financial Management is from the University of Illinois, earned in 2001. Mike's activities at Purdue have primarily focused around the area of agribusiness with the Center for Food and Agribusiness and their programs. He also has served as a teaching assistant for classes in the MS-MBA, MS, and undergraduate agribusiness programs.

Siyi Guo graduated from Sichuan University in China. She is currently pursuing a Master of Science in Ag. Economics at New Mexico State University, U.S.A. Her research interests lie in International Trade in Agriculture and organizational problems in China's Agricultural sector. She am also pursuing Finance minor and serves as the vice president of CSSA (Chinese Student and Scholar Association) at NMSU.

Sergio Luiz Lessa de Gusmão completed Masters degree at PPGA/UFRGS University in 1998 and a Doctor degree in 2004. Since 1995 he has been a professor of the Operations Management at PUCRS Business School at the Catholic University of Rio Granbde do Sul, Brazil. He is a specialist in projects for quality and productivity, having accomplished countless projects in national and international enterprises during more than twenty years of performance. His research interests include Supply Chains

Management, Interfirm Relationship, Cooperations Interfirms, Operations Management;

Fritz Häni, Doctor of technical sciences (PhD), is Professor for plant protection, and Head of the Agroecology program at the Swiss College of Agriculture, 3052 Zollikofen, Switzerland. An agronomist specialize in plant pathology and integrated farming, systems, Prof. Häni has worked internationally on a number of projects, in particular dealing with agro-ecosystems; natural regulation; integrated farming systems; sustainability assessments and sustainability indicators (model RISE: Response-Inducing Sustainability Evaluation at the farm level). He is a Co-founder of the Swiss Society of Phytiatry (a society of the Swiss academy of sciences).

Mark Hansen is a faculty member at the Marriott School of Management at Brigham Young University. He teaches corporate strategic management, agribusiness strategy, and agribusiness marketing. His research interests include alliances, trust, leadership, and research methodologies. Dr. Hansen's research has been published in the International Food and Agribusiness Management Review, the Strategic Management Journal, the Journal of Managerial Issues, and as chapters in several edited books. He has provided training and consulting for education, service, manufacturing, and agribusiness organizations. He earned his Ph.D. in strategic management at Texas A&M University where he minored in agriculture economics.

Oleh Hrytsyk is an Associate Professor of Agrarian Economics and Agribusiness at Uman State Agrarian University, Ukraine. He teaches courses "Farm Accounting" and "Agricultural Economics" for students and short courses to farmers and is the Coordinator of the Youth Farmer Exchange Program at the Uman Agrarian Youth Organization (Agricultural Consulting, organizing meetings and seminars for the farmers). He was a Visiting professor (2004) at Pennsylvania State University (USA), department of Agricultural Economics and Rural Sociology (Faculty Exchange program sponsored by USDA). He is interested in learning more about the agricultural distribution network from farm to table used in the U.S.

Wuyang Hu is a Post Doctoral Fellow at the University of Alberta. His PhD thesis and subsequent research has focused on consumers' responses to different labeling approaches for genetically modified food.

Gabriele Jahn is a research assistant at the Institute of Agricultural Economics, University of Goettingen. Her current research (PhD) focuses on the economics of quality assurance systems in global food markets and the multivariate analysis of certification data. She received her MSc in Agricultural Economics from the University of Hohenheim and her BSc degree from Kassel University. During her studies Ms. Gabriele Jahn was an intern at the European Commission (Brussels, Belgium). She supported PR for research facilities and supervised agri-environmental programmes.

Yunus Khatri employed at the University of Queensland, lecturing in Agribusiness (Agribusiness Marketing, Applied Marketing Research, Introduction to Marketing and Export Practices and Procedures) Areas of research include Food Safety, Exporting of Fruit and Vegetables to UAE, Food Labelling and Legislation. Prior to joining the University of Queensland, Dr. Khatri was Innovations Manager with Rice Growers Cooperative Ltd, Senior Food Technologist with Chisholm Manufacturing and Protein Chemist at George Weston Foods Ltd. He also worked in Zimbabwe for 5 years exporting boneless beef to Europe

Bernard Kilian received his master in "agricultural science" with emphasis on applied economics at the University of Hohenheim, Germany in 1994. This master was followed by PhD in resource economics at the Department of Farm Management, from which he

graduated in spring 2000. From 2000 to 2002 Mr. Kilian was in charge of the Economic subproject of a national interdisciplinary research project in Precision Agriculture. Since spring 2003 Mr. Kilian is part of the team of CIMS-Foundation, with domicile at INCAE, Costa Rica, where occupies the position of CIMS Director of Research.

Jukka Kola is Professor of Agricultural Policy and the Dean of the Faculty of Agriculture and Forestry at the University of Helsinki. Prior to the Dean position, Kola was the Head of the Department of Economics and Management. He is a member of the Executive Committee and Board of Directors of the IAMA, and also the Treasurer in the Executive Committee of the European Association of Agricultural Economists.

Joy Kwakuyi is a postgraduate student and Chevening scholar at Imperial College London, studying for MSc in Agribusiness Management. He holds BSc. (Hons) in Agriculture from KNUST in Ghana and has worked as Farm Manager at Wilson Consortium, Agribusiness Officer at ASNAPP (a USAID co-funded program) and Trade & Investment Officer at the British High Commission, all in Accra, Ghana. His expertise is in small business development and development project management while his research interests include business development services and supply chain strategy in the agrifood industry. He contributed a section to the book Marketing for Germany and presented conference papers in Benin, Mali and Zambia.

Gayaneh Kyureghian earned a BS degree in Industrial Planning from the Yerevan Institute of National Economy in 1991. She received her MBA in Finance from the Department of Business Management Administration, American University of Armenia, in 1995. She received her MA in Economics in 1999 from the Department of Economics at Virginia Tech. She returned to Armenia in 1999 and started her career as a professional teacher. She resumed her PhD studies at the Department of Economics, State University of New York at Stony Brook, in 2001. She enrolled in the PhD program at Texas A&M University, Dept. of Agricultural Economics in 2004.

WJ Lemmer has a Masters Degree in Agricultural Management at the University of the Free State, South Africa. He is at present a specialist agricultural economist at the provincial department of Agriculture in the Western Cape. The main crop enterprises in the area are wine, fruit, wheat and potatoes. He is involved in research and consultation. He specializes in the field of wine and wheat derivative instruments, price risk management, supply chain of potatoes and the emerging vegetable market among disadvantaged communities. He already put up a wide network with various universities overseas which includes the Kharkov University.

Juan Liu is currently a doctoral student majoring in Agribusiness Finance and Management in AEDEcon Department of OSU. Her theoretical reviews include topics on Real Options Theory, Firm Growth Theory, Cooperative Theory and Agricultural Finance. She has conducted applied research in agribusiness in the global food system, concentrating on food firm acquisitions, brand equity and firm growth. Before joining OSU in 2002, Ms. Liu obtained B.A. in Economics in China and worked as Research Associate in the Center of Chinese Agricultural Policy Center (CCAP), Chinese Academy of Sciences. She acquired M.A. in Economics in OSU in 2003.

André Louw was born in South Africa. He achieved his BSc (Agric) Agricultural Economics degree at the University of Stellenbosch and his MSc (Agric) and DSc (Agric) at the University of Pretoria. His working career at the Department of Agriculture, University of Pretoria, University of South Africa and Santam Bank was highlighted by his position as General Manager Agribusiness of ABSA Bank. He was also CEO of ARS (a crop-insurance company).

Presently he is professor and heads the Chair in Agribusiness at the University of Pretoria.

Carlos Ludena is a PhD candidate in International Trade and has a Masters degree in Agribusiness from Purdue University. He works as a research assistant at the Center of Global Trade Analysis at Purdue. His dissertation is on measuring productivity growth and technological change in agriculture (crops and livestock) and its effects on world food trade patterns.

Christian Luiz da Silva is a Professor and researcher at FAE Business School, Organization and Local Development Time, post-doctorated at University of Sao Paulo (FEA/USP).

Maren Lüth is a Ph.D. student and research assistant at the Department of Agricultural Economics, University of Göttingen, Germany. She studied dietetics and food economics at the universities of Kiel and Sheffield (England). Her main research areas are food marketing, organic consumer behaviour, out-of-home consumption and eating habits.

Kara Lynch received both a B.S. in Food and Human Nutrition and a Master of Agribusiness from the University of Florida. Kara then held a management position in the grocery industry. She returned to school and earned a M.S. in Agricultural Economics from Purdue University. She is currently pursuing a Ph.D. in Agricultural Economics at Texas A&M. Her research interests are in health economics. This summer, Kara is interning with Economic Research Service, a division of USDA. Using AC Nielsen scanner data, her project entails consumer expenditures and food assistance programs.

Kai Maack is a Ph.D. candidate studying the Design of Institutional and Organisational Arrangements in the Supply Chain: The Case of the German Fruit Processing Industry and Polish Farmers. He is a Research Associate for the Chair Market Analysis and Agricultural Policy, Faculty of Economics and Business Administration at the University of Hannover and a Research Associate at the Center for Business Management and Applied Research in Horticulture, Hannover.

Woody Majiers studied at Wageningen University. After his graduation he worked for 1 year in Zambia on a project to develop a course. With his return to the Netherlands he worked for 4 years as a consultant. Since 1994 he's working for Agri Chain Competence Center, the mission of ACC is to 'Strengthen and vitalize agri supply chains in order to improve the supply of safe and high quality food to the consumer'. In 2000 he became the managing director of ACC. In the year 2003 he became part-time professor, on supply chain management at INHOLLAND University.

Denise Mainville is Assistant Professor in the Department of Agricultural & Applied Economics at Virginia Tech where she has a teaching and extension appointment. She has her M.Sc. and Ph.D. from Michigan State University. She is specialized in Agricultural Market Analysis, and is interested in how ongoing power shifts and the emergence of markets for value-added, identity-reserved, safety-assured and other product attributes affect the structure of agri-food markets, the strategies that firms employ, and the participation and welfare of participants along the marketing chain. She has worked both domestically and internationally, including in Brazil, Central America, the Caribbean and Africa.

Matheus Kfourir Marino has an undergraduate degree in Agronomic Engineering and a Msc in Industrial Engineering from the Federal University of São Carlos, in the field of Agri-Chain Management. He is currently a PhD Candidate at the Program in Business at University of São Paulo. His advisor is Dr. Decio Zylbersztajn. He has been a member of PENSA since 1997, acting in several research and consulting projects.

Nkosazana Mashinini is pursuing an MSc in Agricultural Economics at the University of the Free State. She is examining the welfare effects of the current regulatory regime in the maize industry of Swaziland. As a research assistant at the Faculty of Natural and Agricultural Sciences of the University, she is participating in an assessment of the institutional and technical constraints to smallholder agriculture in four provinces of South Africa under the South Africa Netherlands Research Programme on Alternatives in Development (SANPAD).

Carlos Mayen is pursuing a Ph.D. in the Department of Agricultural Economics at Purdue University. He is specializing in agribusiness management. Currently, he is conducting an economic impact study of the poultry industry to the state of Indiana. His educational background includes: Master's Degree in Agricultural Economics (2004) and Master's Degree in Horticulture (2003) from Purdue University, and a Bachelors degree in Agricultural Engineering (2000) from Universidad del Valle in Guatemala.

Murray McGregor currently holds a research chair in agribusiness at Curtin where he now concentrates his research and teaching efforts on the application of systems methods to agribusiness issues and regional development. Murray is also the theme leader for business and regional development in the Desert Knowledge Cooperative Research Centre which is headquartered in Alice Springs. Prior to migrating to Australia he held positions in Scotland and New Zealand.

Guilherme Fowler Avila Monteiro is a student in economics at the University of Sao Paulo and a research assistant at the Food and Agribusiness Program (PENSA) at the same university.

Gustavo Napolitano is an Agronomist Engineer at the University of Mar del Plata, School of Agronomy. He is the Coordinator of Special Projects, FAUBA; the consultancy assistant, PAA, FAUBA; the Company Counsellor, Agri Business Consult; and the Promoter, Napolitano & Asociados, Business and investments.

Gilbert Nartea is a Senior Lecturer in Finance at Lincoln University teaching subjects in financial management, investments, and futures and options. He was an Assistant Professor of Agribusiness Management at the University of the Philippines at Los Banos and a Senior Lecturer in Agribusiness Management at Lincoln University. He has written a book on Investment Analysis and has published in the American Journal of Agricultural Economics, Australian Journal of Agricultural and Resource Economics, and the Review of Agricultural Economics.

Marcos Fava Neves is a Professor of Marketing & Strategy at the Business Department of FEA/University of São Paulo. He has been a Senior researcher of the PENSA Agribusiness Program since 1992 where he coordinated/participated in projects in strategic management, marketing planning and distribution/sales planning. He has done strategic marketing planning for the orange chain in Brazil (2004) and for the wheat chain in Brazil (2003). He is a member of the Board of IAMA, has 8 books published in Agribusiness, more than 50 articles published in international conferences and journals and lectures done in several countries.

Facundo Neyra is Academic Assistant at Commerce Chair of the School of Agronomy, University of Buenos Aires, since March 2004. He also works in the Food and Agribusiness Program of the School of Agronomy as Academic and Administrative Assistant since October 2000.

Stephen Nightingale trained in Internal Medicine and Nephrology at The Johns Hopkins Hospital. He taught at Case Western Reserve, Hopkins, The University of Chicago, and the Centre Universitaire des Sciences de la Sante in Yaounde, Cameroon before becoming Chief

of General Medicine at Cook County Hospital in 1982 and Medical Director of the AIDS Clinic at Parkland Hospital in 1988. He joined the FDA in 1996, and was Senior Medical Advisor to the Surgeon General from 1997 to 2002, when he left HHS to form Burntside Partners, which holds the rights to the intellectual property described in his paper.

Antonio Carlos Lima Nogueira is a Ph.D candidate and M.Sc. in business in University of São Paulo (USP), Brazil. He is a Researcher of PENSA Agribusiness Studies Program, with experience on consultancy, continuous education and research. M.Sc. and Undergraduate in agricultural engineering in University of Campinas and a former technical coordinator in the scientific journal RAUSP and marketing analyst in the Bank of São Paulo State. He is a Professor in MBA and undergraduate programs in courses of Strategic Planning, Pricing Strategies, Advanced Topics on Marketing and Knowledge Management in private universities and a participant in the research project Contracts and Institutions in Brazilian Agribusiness, sponsored by the Tinker Foundation Incorporated.

Onno Omta studied at the University of Groningen, from which he received an MSc-degree in Biochemistry and a PhD-degree in business administration. He is Chaired Professor in Business Administration at Wageningen University and Research Centre (WUR), the Netherlands. He is the Editor-in-Chief of The Journal on Chain and Network Science, and has published numerous articles in leading scientific and professional journals. He has worked as an EU expert and consultant for a large variety of (multinational) technology-intensive companies. His current research interests focus on innovation management in international chains and networks in the agrifood sector.

Olubukola Oyewumi is completing his M.Sc studies in Agricultural Economics at the University of the Free State, South Africa. He obtained a Bachelor of Agriculture (Honours) degree in Agricultural Economics from the Obafemi Awolowo University, Nigeria in 2002. His research interests are in applied econometrics and quantitative agricultural sector and trade modelling. He plans to register for a Ph.D. and continue in his research interests upon completion of the Masters program.

Luz E. Padilla-Bernal is a research Professor at the Unidad Académica de Contaduría Administración-Universidad Autónoma de Zacatecas (México). She received her Ph.D. at Colorado State University, her M.S. at Colegio de Postgraduados (México), and her MBA at ITESM (México). Her fields of interest include: Agricultural Marketing and Prices, Agribusiness Management and Finance.

Hernán Palau works as an Academic & Administrative Coordinator in the Commerce Chair, School of Agronomy, Buenos Aires University; where he also teaches Foreign Commerce, Consumer Behavior and Appellation of Origin. He is also Academic & Administrative Assistant of the Food and Agribusiness Program. Mr. Palau has technical skills focused on quality management assurance; organization skills as Manager in Agriculture and Stockbreeding in Productive Farms, and as Coordinator of several teaching, research and extension programs in the Food and Agribusiness Area with the New Institutional Economics and Marketing theoretical framework.

Jon C. Phillips, Ph.D. is an Assistant Professor of Food Marketing and Agribusiness Management and serves as the Director of the Center for Food Marketing and Agribusiness Solutions at California State Polytechnic University, Pomona. He has a Doctor of Philosophy in Agricultural Economics from Michigan State University. He is a member of IAMA, the American Agricultural Economics Association, the Western Agricultural Economics Association, and the Food Distribution Research Society. Dr. Phillips has made research presentations at regional, national, and

international conferences, and has published in the Journal of the American Society of Farm Managers and Rural Appraisers.

Rene Pinochet-Chateau, a native of Chile, has a degree in Agriculture and has recently completed his Master in Farm Management at Massey University, New Zealand. His work was focused on risk perception and the use of different risk management strategies in New Zealand dairy farming. In early May, he returned to Chile to start a position at the Faculty of Agriculture, University of Chile.

Nadia Kassouf Pizzinatto is a Professor of the Professionalizing Master Course in Administration of the Methodist University of Piracicaba.

Kwamena Quagraine is Assistant Professor in Aquaculture Economics and Marketing in the Department of Aquaculture and Fisheries at the University of Arkansas at Pine Bluff. He teaches graduate-level courses in Aquaculture Economics and Marketing, Quantitative Methods, and Program Evaluation and Survey Methods. His research focuses on market testing of new value-added products, consumer preference studies, demand analysis, price analysis and general studies related to markets for aquaculture products.

Paulo Rigatto is a Professor in the Department of Social Sciences at The Federal University of Pelotas (FUP), Brazil. Professor Rigatto's main areas of teaching and research interest are vertical coordination, supply chain management, and economic analyses of investments in the agribusiness sector. He has international teaching and consulting experience in South American countries and in Africa. He lived in UK and completed a Doctoral Sandwich Program The Ohio State University (2000/02). He is the current Chair of the Agribusiness MBA program of the Agronomy Engineering School at The Federal University of Pelotas.

Ana Rios is a PhD candidate from Guatemala. Her research interests are agribusiness management, agricultural finance, and decision making under uncertainty. Current research is being conducted on changes in the concentration and distribution of commercial and large producers. Ana received a M.S. degree in Agricultural Economics from Purdue University specializing in agribusiness management. Ana's B.S. degree –a double major in agricultural economics and horticulture- is from Zamorano, Honduras. Ana had worked on an extension project conducted by Zamorano and the U.S. Agency for International Development.

James Ross, Courtesy Professor, University of Florida, retired from the Foreign Agricultural Service and joined the University of Florida faculty in 1992. His professional efforts since have focused on agribusiness trade and investment in Cuba. With FAS/Washington, he served as Assistant Administrator for Export Credits. Overseas, he was posted to South Korea, Egypt, Venezuela, and Italy. At the University of Florida, prior to his FAS assignments, he was Assistant Dean for Extension Agricultural Programs, Associate Director of International Agricultural Programs, and Chief of Party for technical assistance contracts in Costa Rica and Ghana.

Maria Sylvia Macchione Saes received a PhD in Science Economics at University of Sao Paulo. She is Business Administration Professor at the University of Sao Paulo (USP), Brazil. Member at the PENSA - Food and Agribusiness Program at University of Sao Paulo (USP). Her books include The Economic Rationality of Regulation in the Brazilian Coffee and Market and The Coffee Agribusiness in Brazil.

Oek. Matthias Schramm studied economics and Mandarin at Duisburg University and Wuhan University (PR China). As of April 2001, he is an Assistant at the Faculty of Economics, Institute of East Asian Economics at the University of Duisburg and a Ph.D. student

at the Faculty of Agricultural Economics at the University of Göttingen. His areas of Research include new institutional economics, the economics of transformation and institutional change with a regional focus on China, consumer behaviour in the PR China, marketing of food and food products.

Bill Schroder is a Professor in the Department of Marketing, Faculty of Business and Economics, Monash University. Bill became an academic after working for a New Zealand agribusiness company in the 1970s. He came to Monash as Elders Fellow in Agribusiness in 1988. His research interests focus on agribusiness strategy, the government agribusiness interface and business-to-business linkages in the food chain. He was foundation co-editor of the Australasian Agribusiness Review and is co-author/co-editor of three recent books - Food Marketing: An International Perspective, Government and the Food Industry: Economic and Political Effects of Conflict and Cooperation, and Agricultural Commodity Price Risk Management.

Christiane Schroeter completed a Bachelor's degree in Food Sciences and a Master's degree in Food Economics at the University of Giessen, Germany. In August 1999, she enrolled at Kansas State University to pursue a Master's degree in Agricultural Economics. Currently, Christiane is a Ph.D. candidate in Agricultural Economics at Purdue University specializing in Agribusiness and Industrial Organization & Markets. She works as a Teaching and Research Assistant and anticipates graduating in August 2005. Her dissertation research employs a microeconomic framework to determine the impact of food price and policy changes on obesity in the United States.

Ngwako Moses Sefoko enrolled at the University of Pretoria in 1997 and studied agricultural economics. He received his 4-year undergraduate degree in March 2001. He opted to further his studies with the same institution while doing applied research. He was then conferred a master's degree in April 2004, while he had taken up a 2-year assistantship position with the University of Antwerp (Belgium), which entailed the transformation within the South African agricultural sector.

Sebastian Senesi works as a Coordinator in the Food and Agribusiness Program, School of Agronomy, Buenos Aires University; he also teaches Quality Systems at the graduate Commerce Chair of the same University. Mr. Senesi has technical skills focused on quality management assurance and organization and management redisaings with the New Institutional Economics and Marketing theoretical framework.

Nicola Shadbolt is a senior lecturer in Farm Management & Agribusiness and has been at Massey for eight years. Before joining Massey, she spent 15 years working in a variety of jobs in government, agribusiness and consultancy. Outside academia she is involved in four equity partnerships: two for forestry, one is a dairy farm and the fourth is a 1200 hectare pastoral farm which produces milk, beef, sheep meat, wool, venison, velvet and timber.

David Simons is Co-director of the Food Process Innovation Unit at Cardiff Business School. His main research areas are Collaborative Supply Chain Development and Sustainable Food Value Chains. He has been involved in EPSRC and industry funded research and is currently a principle investigator on Agri-Food research programmes in Red Meat, Dairy, Organic Produce and Cereals.

Eduardo Eugênio Spers is a Professor of the Professionalizing Master Course in Administration of the Methodist University of Piracicaba.

Torsten Staack studied agribusiness and majored in food marketing at the University of Göttingen. Since November 2002, he has been a Ph.D. student at the Faculty of Agricultural Economics, Department

of Marketing for Food and Agricultural Products, at the University of Göttingen. His areas of Research include market research, brand orientation, brand management, consumer behaviour, marketing for food and food products.

Eric Thor is a Professor and teaches at Arizona State University. He has had several leadership positions including Director of the Morrison School of Agribusiness and Resources management from 1990 to 1998, and Director of the Center for Agribusiness Policy Studies from 1992-1999. He is currently the Director of the Arizona Mediation Program for Arizona and a Federal Agricultural Mediator, specializes in global trade, finance, Alternative Dispute Resolution, project finance, energy development, cooperatives, and small business.

Antonio Torres, Jr. holds a Bachelor of Science degree in Agribusiness, from California Polytechnic State University, San Luis Obispo (Cal Poly-SLO), a Master of Agribusiness degree from Texas A&M University, and a Ph.D. in Agricultural Economics from Purdue University. Tony's research interests include: Marketing research (Consumer and Business): survey design, data collection and (multivariate) data analysis. In July of 2005, Tony will begin work as a data analyst for Tanimura and Antle, the largest family-owned-and-operated produce company in America's Salad Bowl, the legendary Salinas Valley of California.

Carlos Omar Trejo-Pech is a PhD student in applied economics at University of Florida. He holds a Masters degree in Agribusiness Management and a Master of Science degree in Finance, both from Mississippi State University. He studied finance at the undergraduate level at Universidad Panamericana (UP) at Guadalajara, México, and farm management at Tecnológico Simón Bolívar, Venezuela. Mr. Trejo has experience in the seeds and fertilizer industries in Mexico, where he worked for Cargill and Monsanto for several years. He was also a faculty member of UP Guadalajara Mexico and a visiting professor from Colegio de Postgraduados de México.

Jacques Trienekens is associate professor chain and network management at Wageningen University in the Netherlands. He is program manager of a PhD program on international food chains and networks and coordinator of an extensive EU funded international research network on food chains and networks. He has published in international journals such as the International Journal for Production Economics, Industrial Engineering, Production Planning and Control and Computers in Industry. He is co-chair of the organizing committee of the bi-annual International Conference on Chain and Network Management in Agribusiness and the Food Industry and co-editor of the Journal on Chain and Network Science.

Neşve A. Turan, currently a researcher at the Department of Agricultural and Consumer Economics, University of Illinois at Urbana-Champaign, specializes in comparative institutional analysis of food safety. Other research and teaching interests involve agricultural policies and welfare implications, international trade, and applied microeconomics. Turan received a bachelor's degree in economics from the University of Ankara, Faculty of Political Science. After being awarded a Fulbright Scholarship, Turan came to the United States where she earned a master's degree in economics in May 1999, and a Ph.D. in agricultural economics in May 2005, from the University of Illinois, Urbana-Champaign.

Nico van Hemert earned a law-degree in 1983, worked ten years for The Dutch Government, and eight years for KPMG Consulting. As senior-manager, he was specialized in privatisation, structuring of organizations, and change management, and also became dedicated to the world education. In 2002, he became Dean of the School of Agriculture & Technology of the INHOLLAND University. He managed to increase the innovation power and added value of the INHOLLAND University towards food an agribusiness. Since 2005

he is the project director Strategic Planning and in charge of the process to make a new strategic plan for the INHOLLAND University.

Johan van Rooyen is CEO of SA Wine & Brandy Company, Chair of the Technical Task Team of the Wine Industry Empowerment Charter, Non-Executive Director of SA Land and Agricultural Development Bank, Non-Executive Director of Wines of South Africa, Professor in Agribusiness, University of Pretoria, Professor Extra Ordinaire in Agricultural Economics, University of Pretoria, and an IAMA Board Member.

Herman van Schalkwyk is Dean of the Faculty of Natural and Agricultural Sciences of the University of the Free State in South Africa. Upon graduating from the University of Pretoria he worked in the Standard Bank before returning to his alma mater to teach till 1996 when he moved to the University of the Free State as Associate Professor. He became Professor of Agricultural Economics in 1998 and headed the Department of Agricultural Economics for the next six years, simultaneously occupying the Chair in International Agricultural Marketing and Development (CIAMD). Dr. van Schalkwyk has consulted widely outside the University system.

Michele Veeman is Professor of Agricultural and Resource Economics in the Department of Rural Economy, University of Alberta. Her research and teaching focus on food markets, policy and regulation.

Lucas Vokurka studied animal husbandry at INHOLLAND University, and graduated in 2004. After his graduation he stayed at INHOLLAND University as a research coordinator on supply chain management and as the secretary of the research group of Mr. Woody Majers. He also works part-time as an advisor on agriculture for a member of the Dutch parliament.

Cheryl Wachenheim is an Associate Professor in the Department of Agribusiness and Applied Economics at North Dakota State University. Recent teaching responsibilities include courses in agricultural sales, agribusiness product marketing and strategy, commodity marketing, price analysis, and agricultural policy. Current research activities focus on food and commodity marketing including estimating willingness-to-pay for and market acceptance of genetically modified food products, the development and consideration of markets for livestock and meat products, and consideration of the effect of mandatory price reporting in the livestock industry.

Ruby Ward received her MBA and PhD from Texas A&M University in 1994 and 1998 respectively. Dr. Ward has worked at Utah State University from 1999 to present as an assistant professor in the area of agribusiness management. Dr. Ward received tenure this year and will be an associate professor in July. Dr. Ward has specialized in value-added agriculture.

Paul Webster is Professor of Agricultural Business Management in the Department of Agricultural Sciences at Imperial College London, on its Wye campus. His interests in risk management started in the 1970's when he investigated how Australian farmers coped with massive income variability in low-rainfall areas. Back in the UK he then spent a number of years studying risky pest management decisions, particularly those involved in cereals crops. More recently in New Zealand, he has investigated whether farmers should use the financial markets (bonds and equities) as means to reduce fluctuations in their incomes. He is a Fellow of the Royal Agricultural Societies and was President of the UK's Agricultural Society in 1999/2000.

J. Mark Welch is a doctoral student and Helen DeVitt Jones Scholar in the Department of Agricultural and Applied Economics at Texas Tech University in Lubbock, Texas. Mark received his B.A. in Economics from Graceland College in Lamoni, Iowa and his M.S. in Agriculture: Business and Economics from West Texas A&M University in Canyon, Texas. He operated a farm and beef cattle feedlot prior to returning to school to get his Ph.D. His research interests include strategic management and organizational behavior, international trade, and farm policy. His dissertation is focused on competitive strategy in the U.S. textile industry.

Michael Wilcox, Jr. is a PhD candidate in the Department of Agricultural Economics at Purdue University. Mr. Wilcox is currently finishing his dissertation, which examines how West African cocoa market liberalization has impacted the marketing chain and participating agents in a multi-country framework. Mr. Wilcox earned a B.S. degree in Biological Sciences at Cornell University and an M.S. degree in Fisheries and Allied Aquacultures from Auburn University. Mr. Wilcox served as a U.S. Peace Corps volunteer in Cameroon and is planning a career in rural economic development and policy.

Cornelius Williams recently completed a Bachelor of Applied Science (Honours) degree with First Class Honours in Agribusiness at Massey University. His Honours research involved developing a price-forecasting framework for the New Zealand venison industry. Other fields of study that he is interested in are business and risk analysis, supply chain management, and quantitative modelling.

Xiaoyong Zhang received her BSc degree in Agricultural Economics in 1990 at Beijing Agricultural College. In 1994, she pursued her study at Wageningen Agricultural University, where she obtained her MSc degree in 1996 in Agricultural Economics and PhD degree in 1999 in Agricultural Marketing and Consumer Behaviour. Her research interests lie in marketing research, consumer behaviour and supply chain management. She has extensive research experiences in South-east Asia, particularly in China in agribusiness, sector study and food safety issues. She published in a number of academic journals, including The Journal of Peasant Studies, Journal of International Food & Agribusiness Marketing.

Jianhua Zhu is a Ph.D. Student and Research Assistant in the Department of Economics at Iowa State University. His major fields of interest include International agricultural economics and production decisions.

Keivan Zokaei is a Research Associate at Food Process Innovation Unit, Cardiff Business School. He joined FPIU in 2004 after a career in the Oil & Gas Industry and is currently Principal Investigator on the ECR Business Case Project and the Health Service Balance Scorecard Project. Keivan is also leading a series of Value Chain Analysis Case Studies in Red Meat and Cereals sectors. His main areas of research interest are Sustainable Development, Lean Thinking and Supply Chain Management.

Decio Zylbersztajn is a Full Professor (Professor Titular) at the School of Economics, Business and Accounting of the University of São Paulo-Brazil. His experience includes ten years of research with the Group of Agro-Industrial Studies of the Technological Research Institute of the State of São Paulo, where he was the head of the group of Agro-Industrial Economics. Since 2001 he has been organizing the Center of Studies in Law, Economics and Organizations where he develops studies on complex forms of cooperation in agribusiness chains and networks.